

ATTACHMENT A

**LOCALISM EXHIBITS PREPARED BY
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WSB-TV Reply Comments for FCC

Awards

2004 Significant Awards & Recognition

Proclamation by Governor Sunny Perdue for developing a "Medicare 2 Seniors" project, providing free information about the new Medicare Modernization Act at more than 20 locations throughout the state of Georgia and production of 50,000 free resource guides for seniors and their families to access a variety of services.

Fulton County Board of Commissioner's Proclamation for developing the Medicare 2 Seniors program (mentioned above)

Susan G. Komen Breast Cancer Foundation Corporate Support Award for WSB-TV's 14 year exclusive television sponsorship of Atlanta's Race for The Cure, raising millions of dollars in the local community.

Boys & Girls Club Youth of the Year Dinner Presenting Sponsors Award for WSB-TV's sustaining sponsorship of the annual program.

Hands On Atlanta Award for a decade of exclusive television sponsorship of Hands On Atlanta Day, a citywide "serve-a-thon" where 12,000 people participated in more than 400 community service projects.

Red Cross Award for WSB-TV's long standing commitment to projects and events throughout the year including a 15 year partnership with the annual CPR Saturday providing free CPR training at more than a dozen locations throughout Metro-Atlanta, (averaging 7-10,000 people per year). WSB-TV also developed a summer-long water safety campaign with the Red Cross, has contributed thousands of dollars to disaster relief efforts by the Red Cross.

Significant Community Local Programming Efforts

Regular Local programs of Community Significance

Channel 2's Hi-Q : For more than a decade, WSB-TV has produced this fast-paced 30- minute college bowl style quiz show which showcases the best young minds in Georgia. Each week various public and private high school student teams compete for educational prizes.

People 2 People : This weekly 30 minute community issue oriented public affairs program spotlights four major community events or educational activities each week.

Editorials: WSB-TV is only television station in the market to broadcast editorials on a regular basis. Editorials have been part of the station for more than 40 years.

Annual Local Programming Events

Salute 2 America Parade : For 44 years WSB-TV has given this gift to the community by creating the largest Independence Day parade in the country. This 90-minute live broadcast extravaganza , and a 30 minute pre-parade program also enjoys with more than 200,000 spectators along the streets of downtown Atlanta. The parade features numerous community and cultural groups throughout the nation and focuses on our patriotism.

The Children's Healthcare of Atlanta Christmas Parade & Festival of Trees. The 90-minute live parade broadcast, 30-minute pre-parade show, and subsequent sponsorship of the 10-day festival is the major fundraising effort for the largest children's hospital in Georgia. The Festival of Trees has contributed more than \$15 million to provide much needed equipment and services for the sick and injured children at Children's Healthcare of Atlanta. WSB-TV was instrumental in helping the hospital raise those funds from sales strategies to public appearances by WSB-TV Air Talent.

The Lighting of Rich's Great Tree (Thanksgiving Night) For more than 20 years, WSB-TV, Channel 2 has been the only station to provide an hour-long live broadcast of this Atlanta tradition of lighting a giant decorated Christmas tree (over The Rich's Department Store Bridge) while enjoying a local musical feast from bell-ringers to gospel choral groups as thousands in the street listen below.

Significant Community Local Programs for 2004

Georgia's War Stories- Action News Primetime with John Pruitt profiles Georgia soldiers caught in the war in Iraq. The Atlanta community was able to glimpse the joyous homecomings of some soldiers, and the grief attached with loss of other Georgians. We also profiled several Georgians who turned out to be heroes on the battlefield of Iraq.

Zoo Atlanta's Circle of Life—The show profiled a some of the spectacular happenings that the Atlanta community could expect to see this year at ZooAtlanta, from the opening of new exhibits to the possibility of panda cubs. We also examined the sudden death of Caesar, a silverback gorilla that could have taken over the role of Willie B. We looked at how the circle of life in the zoo affects not only the animal family, but ZooAtlanta's family of zookeepers.

Action News Primetime - Magazine format show covering a variety of topics from ephedra to internet dating. John Pruitt follows up on a story from two years ago in which a previous PrimeTime had highlighted the dangers of the weight loss drug ephedra. While the drug was banned by the FDA a year ago, our investigative cameras found half the convenience stores in the Atlanta area we visited still were selling ephedra. We also opened the Atlanta community's eyes to a possible emerging danger of some replacement weight loss drugs.

Jimmy Carter-After the Presidency- This special provided a comprehensive look at Jimmy Carter's work at The Carter Center. The audience received a behind the scenes look at how both President Carter's and Mrs. Carter's work at the Carter Center touches people around the world. We also see why the President's roots in Georgia have played such a large part in the direction President Carter chose to pursue after his Presidency.

Gotta Have Clark- From a radio contest on WSB750, the Atlanta community had an opportunity to win a personal financial session with Clark Howard. We profiled several of the participants for a television special to see how Clark's advice could help these families and what other families could learn from them.

In "Search for Roots," Channel 2 news anchor Monica Kaufman set out to trace her ancestry, travelling from her homeplace in rural Kentucky all the way to Goree Island, a slave post just off the coast of Senegal in Africa. Unfortunately, black Americans were not included in official records of births and deaths until the end of the Civil War – but new advances in DNA testing are providing new answers. Using this technology, Kaufman was able to determine the country, and even the tribe, from which her distant ancestors originated. And since her report, many of our viewers have followed suit.

"Africa: A Continent of Possibilities" took Monica Kaufman back to Africa with former United Nations Ambassador Andrew Young, who now heads a consulting firm devoted to building bridges between our two continents for the economic betterment of both. This remarkable documentary debunked myths and showed how Africa, despite its many problems, may not need America's help as much as America needs Africa's.

"Monica Kaufman Closeups" continues to profile fascinating Georgia personalities. This year's roster included Bobby Jones; Broadway director Kenny Leon; and legendary music promoter Alex Cooley.

Significant Local Public Service Efforts

WSB-TV is by far the television market leader in helping charities throughout North Georgia. Its signature Family 2 Family Project has helped raise awareness and more than \$4 million dollars for more than 100 charities and donated more than \$1.5 million dollars in air time. Because of Channel 2's dominant ratings, charitable organizations have seen significant increases in their fundraising efforts as well as participation over the years.

The Public Service Partnership Elements

WSB-TV has developed exclusive television partnerships with hundreds of charitable organizations for their fundraising events, which has helped raise tens of millions of dollars in the community. As a part of the partnership WSB-TV donates production resources and air time to raise awareness and money. The partnership includes:

PSA production

- o videotaping often on location with WSB-TV air talent
- o graphic production
- o air talent voice overs
- o script writing
- o editing

PSA Campaign

(an average of \$20,000 – \$30,000 dollars in donated air time per campaign)

- o A minimum 14 day schedule
- o :10 second & :30 second PSAs on a fixed schedule which rotate between 5:00 a.m. & 4:00 p.m.
- o :15 second PSAs which rotate throughout most major newscasts (5:00 a.m., Noon, 5:00 p.m., 6:00 p.m. & 11:00 p.m. Monday-Friday and morning newscasts, 6:00 p.m. & 11:00 p.m. Saturday & Sunday)

Guest Appearance on "People 2 People"

- o A 30 minute weekly public affairs program featuring 4 topics/week

Informational Flyer Production & Distribution (30,000 to more than 300 locations)

Graphic Design, Printing, Distribution

WSB-TV air talent appearance & On location Videotaping services of the actual event, which is often offered to and used by the News department in its newscasts.

PARTNERSHIP WITH CHARITABLE ORGANIZATIONS & EVENTS

WSB-TV has developed year-long exclusive television partnerships with organizations that host events and activities throughout the year, as well as organizations that have one major fundraising/awareness event per year. The majority of these partnerships are 5-15 year relationships.

YEAR-LONG CHARITABLE ORGANIZATION PARTNERSHIPS

American Red Cross

WSB-TV has partnered with the Red Cross of Metropolitan Atlanta throughout the year. Events include

"CPR Saturday", a free one-day certification program for CPR at 12 sites throughout the metro-Atlanta area. An average of 6,000 people have been certified every year. WSB-TV has sponsored this annual event since its inception more than 13 years ago.

"Tips 2 Water Safety" a summer long PSA campaign which also distributed free informational brochures at more than 300 locations.

Georgia's Biggest Blood Drive an annual campaign during the first week in January to help the critical blood shortage as a result of the holidays. An average of 3,000 pints of blood have been collected annually.

The Atlanta Ballet : The station's involvement goes back more than 30 years but for the last 10 years, WSB-TV has partnered with the Atlanta Ballet to offer half price discount coupons for performances suitable for families of all ages to attend. The Atlanta Ballet is 75 years old.

The Family Fun Series includes the Atlanta Ballet's **Nutcracker , Snow White and Cinderella**

Children's Healthcare of Atlanta

"Run for Children's" a 5K RUN/Walk: Run for Children's is a project of Friends, the volunteer organization that supports Children's Healthcare of Atlanta. Proceeds from this year's event, combined with those of all 2003-2004 Friends projects will support "Big Hearts for Little Hearts," benefiting the Sibley Heart Center at Children's – one of Child magazine's top 5 pediatric cardiac programs in the nation.

The Festival of Trees: Atlanta's premier holiday event, benefits Children's Healthcare of Atlanta. Visitors can stroll through 154,000 square feet of decorated trees, wreaths and decorator vignettes created by the city's top artists and designers. Proceeds from this year's festival went to the Sibley Heart Center which takes care of children who are born with or develop heart defects. Since its inception, the Festival has donated \$15 million dollars to Children's Healthcare .

Empty Stocking Fund : For more than a decade WSB-TV has partnered with the Empty Stocking Fund which serves more than 40,000 children throughout metro Atlanta and its surrounding counties each year. Children (age's birth to 13 years old) who reside in the City of Atlanta, DeKalb, Clayton, Cobb, Douglas, Fayette, Fulton, Gwinnett and Henry counties benefit from the Empty Stocking Fund

Drive Day : Every year hundreds of Junior ROTC cadets from 35 area public schools give of their time and energy by scattering throughout the community and collecting donations for The Empty Stocking Fund during the first weekend in December. Not only has WSB-TV been a sponsor but the television station has helped bring in other corporate supporters to ensure the success of Drive Day.

Sponsor a Child The Sponsor-A-Child Program began in 1993 as a way to enlist the support of local businesses in our fundraising efforts. It is a simple and effective way for businesses to encourage their employees to individually sponsor and provide a needy child with toys for the holidays. Over 50 companies ranging from small businesses to Fortune 500 corporations participate each holiday season in this worthwhile cause. I

Georgia CARES: This is a new but important partnership that WSB-TV has fostered .

WSB-TV launched a public awareness campaign distributing free brochures in English and Spanish Georgia Cares is a private-public partnership sponsored by the Department of Human Resources, Division of Aging Services and the Area Agency on Aging. It is a volunteer-based program that assists seniors with low cost prescription drug assistance, Medicare, Medicaid, Medicare supplemental insurance (Medigap) long-term care insurance, and other health insurance issues. The program provides objective information to help seniors make informed choices concerning their health insurance needs.

Medicare 2 Seniors: WSB-TV developed "Medicare 2 Seniors" project, providing free information about the new Medicare Modernization Act at more than 20 locations throughout the state of Georgia and production of 50,000 free resource guides for seniors and their families to access a variety of services. It was a massive project that is being featuring at the national Conference on Aging in March 2005 , as an example of public/private partnerships that work. This project grew out of the Georgia Cares relationship.

Hands On Atlanta (A 10+ year partnership)

WSB-TV partners with Hands on Atlanta, a volunteer service organization, on two major projects.

"Martin Luther King Jr. Service Summit" The concept was to celebrate the Martin Luther King Junior Holiday as a day of service and education about non violence principals. Viewers were

encouraged to "Take the Day On" instead of taking the holiday off. More than 4,000 participated in the Day of Service.

"Hands on Atlanta Day" More than 12,000 people participated in the largest one day "serve-a-thon" for 350 community service projects in Atlanta. WSB-TV's Family 2 Family Project had a major "Hands-On" team of more than 100 people who worked at a neighborhood center and a senior center

Hosea Feed The Hungry & Homeless: WSB-TV has helped this 30 year old grass-roots organization organize, write and produce and distribute its official informational brochure as a public service partnership. Started by the late civil rights leader The Rev Hosea Williams, this organization is known for feeding more than 75,000 people during the **Thanksgiving, Christmas, and MLK Jr. Holidays** including 7,000 meals delivered to the homes of sick and elderly who cannot come to the dinner

Latin American Association

WSB-TV has been documenting the activities of the Latin American Association for more than two years to help the agency, for the first time to put together a comprehensive video presentation about the organization. The Latin American Association is the largest social service agency for the Georgia Latino community. The station has also been the exclusive television sponsor of its major events which included:

"Latino Summit". Latino Summit is the only event of its type in the southeast designed to raise awareness about the most pressing issues facing this community.

Job Fair This featured approximately 20 companies giving information about job opportunities in the areas of hospitality, retail, construction, hotels, gardening, housekeeping, maintenance, production and many more.

Adopt A Family Project: Organizations and Individuals interested in supporting the Latino community by providing joy and hope for to families in need for Christmas. The "wish list" includes *Clothing, house wares, food, children's books, small games and toys*

Youth Leadership Summit & Housing Expo

National Black Arts Festival: WSB-TV has enjoyed four year relationship with this organization.

The Festival: It is the largest celebration of art and artists of African descent in the nation. This year's event marks the 10th season of the 10-day Festival that will feature dance, music, spoken word, theatre, and other programming

Holiday Bazaar: Over 50 artists, artisans and craftspeople from across the nation will gather in Atlanta during the National Black Arts Festival's (NBAF) Holiday Bazaar. Paintings, reproductions, sculpture, ceramics and clothing are presented at this three day event,

Safe America Foundation

Teen Driving Institute: Channel 2 and Safe America have partnered to produce a special 50 % discount coupon to get teens behind the wheel of computer simulators. It was part of a Safe America Teen Georgia course. WSB-TV has helped Safe America acquire a mobile simulator for use by law enforcement officers throughout the state.

Operation Safe America Strategic Simulation Initiative WSB-TV hosted this event with Safe America Foundation. The International Consulting firm, Booz Allen Hamilton donated its time to help develop and lead this project. Booz Allen has previously worked with government agencies regarding strategic simulations. Georgia's simulation will mark a unique effort with public, private, and community groups to better plan for our homeland security.

Safety Calendar

Zoo Atlanta

WSB-TV created two signature events for Zoo Atlanta which have become the largest daily attendance events at the Zoo.

"Boo at The Zoo" was created more than 10 years ago at Halloween to give kids a safe place to trick or treat and learn about the Zoo. An average of 6,000 people attended the Zoo. Boo at the Zoo has now expanded from one day to an entire weekend.

The success led to the creation of **The Great Bunny Hop** during the Easter holiday which has resulted in the second largest daily attendance at the Zoo.

Ballettnic

Leopard Tale

Urban Nutcracker

Atlanta Symphony Talent Development Program

SINGLE EVENT TELEVISION PARTNERSHIPS

North Georgia March of Dimes "Walk America to Help Save Babies", has been sponsored by WSB-TV for more than 13 years. It is one of the largest walk-a-thons in the nation with typically more than 20,000 walkers and raises more than \$1 million dollars for the North Georgia March of Dimes.

Blue Knights of Georgia "Georgia Police Memorial Ride", a moving motorcycle parade to commemorate Georgia's officers who were killed in the line of duty. The Blue Knights are a statewide Georgia law enforcement officers motorcycle club. 1,500 participants.

Team Georgia "Teen Driving Prom & Graduation Campaign". Pledge cards, with WSB-TV logo included, are distributed and signed by teens at schools throughout Georgia to try to prevent them from drinking and driving.

Susan G. Komen Breast Cancer Foundation "Race for the Cure", WSB-TV has been the sponsor of the major fundraising event since its inception in Georgia. Dollars raised not only go toward national research but also local grants to the underserved.

American Cancer Society "Relay for Life". WSB-TV has sponsored the Gwinnett County "Relay" which is the second largest in the nation and one of the largest grass-roots fundraising efforts for the American Cancer Society.

Pediatric Brain Tumor Foundation "Ride for Kids". This event originated at WSB-TV and has now become the largest fundraising effort in the nation for research and establishment of a brain tumor registry for children. A WSB-TV air talent been the motorcyclist Grand Marshall for more than a decade.

Children's Restoration Network "Back 2 School Campaign". More than 2,000 book bags and school supplies were collected through various outlets in the metro-Atlanta area for homeless children. The school supplies were then distributed at a one-day event that also offered health and dental screenings for the children.

Sisters By Choice Breast Cancer Awareness Weekend

Aid Atlanta "Aids Walk Atlanta" WSB-TV has sponsored this event since it's inception more than a decade ago. This event raises money for 12 agencies serving people with HIV and AIDS. It has now become an event that raises more \$1 million dollars annually.

Atlanta Ballet Family Classic Series Festival of Trees

Celebrate The Heritage SERIES

FEBRUARY: Celebrate the Heritage "Black History Month" Campaign A series of locally produced vignettes introduced by WSB-TV news anchors featuring Georgia legends in black history as well as historic black history sites in Atlanta. The public affairs department has produced more than a dozen vignettes under a "Celebrate The Heritage".

SEPTEMBER-OCTOBER : Celebrate the Heritage "Hispanic Heritage Month" Campaign The station expanded the concept of Black History month to include vignettes on the history of Hispanic Heritage month as well as vignettes on organizations which served the Hispanic community. This campaign also generated commercial sponsors.

AUGUST: Celebrate the Heritage "Asian-American Heritage Month" Campaign. WSB-TV is the only television station in the market which produces vignettes celebrating the contributions of Asian Americans. May has been designated as Asian-American month, and this year the station brought Asian-American month under the "Celebrate The Heritage" banner which also includes Black History Month and Hispanic Heritage month.

WSB-TV, Channel 2 Public Affairs Video Projects

WSB-TV's Public Affairs Department has produced more than 30 video presentations, free-of-charge, for charitable organizations' fundraising efforts. These documentary style videos ranges from 5-8 minutes in length.

- March of Dimes "Prematurity Campaign"
- Atlanta Preservation Center "Living Landmarks"
(including Oakland Cemetery, The Fox, etc.)
- Camp Twin Lakes (a facility for special needs childrens' camps)
- Thanks Mom and Dad Fund (for senior citizen's services)
- The Latin American Association (information and fundraising video)
- Good Samaritan Health Center (for those who cannot afford primary health care)
- House of Hope (for recovering alcoholics and drug addicts)
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CHANNEL 2 ELECTION INITIATIVE 2004

Candidate Access

The Invitation: Channel 2 has offered 20 candidates engaged in major statewide and congressional races the opportunity to present a five-minute segment to make an appeal to voters.

- Of the 20 candidates, a total of 17 chose to participate
- 14 were invited from seven Georgia Congressional Districts.
- 6 congressional districts had candidates who faced no opposition.
- 3 candidates on the ballot for the U.S. Senate race were invited to participate (Democratic, Republican & Libertarian nominees).
- 3 candidates on the ballot for the Public Service Commission were invited. (Democratic Republican, Libertarian nominees)

The Program: Candidate Access 2004 broadcast October 23rd from 1:00-2:30 p.m. The program, which also included valuable voter information, was 90 minutes commercial-free.

The Vote Initiative

Vote PSAs: Channel 2 produced 6 different :30 second Public Service Announcements (PSAs). The topics included;

- o Registration deadline information for the primary, the run-off and the general election
- o A "get out the vote" campaign for the General Election
- o A free voter workshop (which subsequently had to be cancelled because of Hurricane Frances)
- o Information on the availability of a free voter guide published by Channel 2 and the League of Women Voters of Georgia

Channel 2 aired a total of 116 of these :30 second PSAs in mostly day parts with an estimated value of \$34,550.00 News Coverage

Expanded News Coverage

Debates

- Channel 2 Action News hosted debates for both Republican and Democratic candidates running for the office of U.S. Senate prior to the Georgia Primary, July 11th from 4-6 p.m.
- On August 7th, prior to the Run-off election, Channel 2 Action News hosted another debate for candidates for the U.S. Senate, as well as the 6th District Congressional Race which aired August 7th.
- The final debate for the U.S. Senate aired Sunday, October 31st from 10:00 to 11:00 a.m.

WSB-TV Election Initiatives 2004 (add one)

General Election Night Coverage:

- Channel 2 Action News, along with ABC News, committed its full resources to coverage of the 2004 election, including hourly cut-in with anchors and live coverage from the Secretary of State's office regarding voting issues as well as the political races. Throughout the rest of the hour, Channel 2 continued with vote results through "squeeze backs".
- In addition, Channel 2 Action News partnered with Georgia Public Television to provide a special one hour election program with Channel 2 Action News Anchors Monica Kaufman and John Pruitt from 9:00-10:00 p.m. on November 2nd. That program aired statewide.
- Channel 2 also provided live coverage on both the Republican and Democratic view of the historic change in the Georgia House of Representatives, now controlled by Republicans for the first time since reconstruction.
- Channel 2 followed the long lines LIVE at the various polling places throughout North Georgia during the General Election until the last vote was cast at 10:30 that evening.
- The news department also did extensive coverage on the Gay Marriage Amendment as well as explanations about Georgia Supreme Court Amendment which was on the ballot.
- Former Channel 2 veteran Political Reporter Bill Nigut joined the news team as an analyst, as he did in the Georgia Primary and run-off election.

Run-Off Election Coverage

- Channel 2 provided live coverage of the U.S. Senate race, and the 6th and 4th District Congressional Races.
- The news department also provided results from 80 different races within North Georgia during hourly "squeeze backs" and at 11:00 p.m.

Primary Election Coverage

- Channel 2 provided live coverage of all U.S. Senate races and 4th District Congressional Candidates.
- The results of 401 races were also provided in "squeeze backs" and anchor cut-ins throughout the evening.

Expanded News Coverage Commitment: Channel 2 Action News, led by reporter Lori Geary, reported on major issues including: the redistricting of the Congressional seats, and profiled candidates leading up to the Georgia Primary and run off election. Channel 2 had more live coverage locations for the Georgia primary than any other station in the market.

One-on-one/Profile Interviews: Channel 2 Action News conducted one-on-one profile interviews of candidates for both the U.S. House of Representatives and the U.S. Senate prior to the Georgia Primary and updated contested races in our viewing area which included the 4th & 6th congressional districts for the General Election. The controversial race for the Georgia Court of Appeals was also profiled before the General election. These One-on-one Profile Interviews and contested races were included in regular local news programs. Channel 2 extensively covered the Gay Marriage Amendment and voting issues from advanced voting to provisional ballots.

WSB-TV Election Initiatives 2004 (add two)

Polling: Channel 2 Action News, the Atlanta Journal & Constitution have conducted polls during the course of the campaign to track viewer response to the candidates and the issues. We partnered with the AJC on the Presidential Race prior to the Presidential primary in Georgia. We also partnered on one poll prior to the Primary that focused on the U.S. Senate race and we partnered with them on two polls prior to the General Election

Online Coverage

Campaign Links: wsbtv.com, Channel 2's website, has hosted special links to websites produced by the candidates as well as offer archived stories filed by Channel 2 Action News reporters covering the campaigns. Our website will also offer 18 candidate's video statements produced for the Candidate Access project.

- **Visitor questions:** wsbtv.com visitors submitted questions for the candidates to be asked during candidate interviews and debates.
- **Election Results:** wsbtv.com posted the results of key races on both the primary and general election nights.

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COVERAGE
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AWARDS AND PUBLIC SERVICE EFFORTS

The Steubenville Branch of the NAACP presented WTOV General Manager Tim McCoy with the Community Award for outstanding service to the community in May 2004.

WTOV was a big winner in Columbus, Ohio, at the 2004 Ohio Associated Press Broadcasters awards. In total NEWS9 won 6 first place awards: Outstanding News Operation, Outstanding Weather Operation, Best Regularly Scheduled News (11pm), Extraordinary Coverage of a Scheduled Event (The West Virginia Derby), Best Spot News Coverage (Dog Rescue), and Best Regularly Scheduled Sports. The WTOV Sports Department also claimed a second-place finish in the Outstanding Sports Operation category.

WTOV also received the West Virginia Associated Press Awards including first place, best sports special; first place, outstanding sports operation; first, best spot news coverage; first, best regularly scheduled newscast; first, outstanding news operation; and first, best spot photography.

WTOV helps bring awareness of special events and concerns to the community through **Public Service Announcements**. These announcements not only have helped publicize local charity events but also provided needed airtime for important community concerns and issues. So far in 2004, some 35 PSAs have been produced. Area events publicized include local Martin Luther King Day activities, fund-raisers for such groups as Alternatives to Living in Violent Environments (ALIVE), the Media Blood Donor Day, the Civic Choral Society Lincoln Tribute, United Way, Coats for Kids golf tournament, Children's Miracle Network Pennies Drive, Dean Martin Festival, Aracoma Park concerts, Wheeling Symphony events, Lace Up for Kids campaign, Wetzel Town & Country Days, Mingo Community Days, Freedom Fest, WTOV9 Coats for Kids campaign, Teen Read Week at the Public Library of Jefferson County and an Emergency Trauma Symposium.

PSAs also have featured information on reducing teen alcohol and drug abuse with Jefferson County Sheriff Fred Abdalla, registering to vote, correct use of punch card ballots and a special register to vote effort aimed at black voters.

When massive devastating floods hit the Ohio Valley suddenly in mid-September, WTOV ran live with more than 12 hours of live flood coverage with all emergency information and resources for those affected by the flooding. Live coverage beginning at about 3 p.m. Friday, Sept. 17, went through midnight that night, and WTOV also aired a three-hour special Saturday morning, and a 6 p.m. and 7 p.m. news that evening.

WTOV brings many hours of **local programming** to the Ohio Valley. Some 20 high school football games have been shown thus far this year with coverage continuing through the playoffs. Each home team receives a scholarship contribution from WTOV for a player. Other local programming has included four days of open to close coverage of Jamboree in the Hills country music festival, three area Christmas parades, three ECHL hockey games, the Ohio Valley Athletic Conference All-Star Football Game as well as the OVAC Wrestling Finals and Cheerleading competition, the West Virginia Derby, and the Barnesville Ohio Pumpkin Festival Parade. Preview shows were produced and broadcast to provide additional information and publicity for the local Dean Martin Festival, Ogden Newspapers 20K Race and a special in-depth look at a local high school football star drafted by the NFL. WTOV recognized some 75 outstanding high school seniors at the Top of the Ohio Valley luncheon and by showcasing them in public service announcements.

WTOV worked with the United Way of Jefferson County again this year to prepare a videotape presentation of United Way agency efforts to be shown many times during the United Way's 2004 fund-raising campaign.

WTOV also donated many hours to tape segments and put together a half-hour presentation tape first

shown at the Jefferson County Chamber of Commerce's annual dinner and later to be used to help Jefferson County bring new companies and jobs into the area.

WTOV's **sponsorship** assistance has enabled many area organizations to provide special activities and events. These sponsorships included media sponsorship of the Children's Home of Wheeling Halloween Costume Party; the Jefferson County Chamber of Commerce's Punt, Pass and Pig Out; the De Stefano Presents Opera Company's presentation of La Boheme in April; and the United States Army Field Band and Soldiers Chorus concert attended by some 4,000 people.

POLITICAL PROGRAMMING

Debates:

- 1) WTOV in association with the West Virginia Broadcasters aired a "live" one-hour West Virginia Gubernatorial debate between Republican candidate Monty Warner and Democratic candidate Joe Manchin on Wednesday, October 6 from 7:00-8:00pm.
- 2) WTOV broadcast three Presidential debates between President Bush and Senator John Kerry from NBC on Thursday, September 30 from 9-11pm; Friday, October 8th from 9-11pm; and Wednesday, October 13th from 9-11pm.
- 3) WTOV broadcast the Vice Presidential debate between Vice President Dick Cheney and Senator John Edwards from NBC on Tuesday, October 5th from 9-11pm.

Coverage of Presidential candidates visits to the Wheeling-Steubenville television market: Each candidates visit to the Ohio Valley was broadcast live and in its entirety with the exception of President Bush's visit to Cambridge, Ohio, which was broadcast on a tape delay.

- 1) 4/26/04 John Kerry- White Palace, Wheeling, West Virginia
- 2) 7/3/04 Dick Cheney- Wheeling Park High School, Wheeling West Virginia (5:00pm)
- 3) 7/31/04 John Kerry & John Edwards- Heritage Port, Wheeling West Virginia (6:00pm)
- 4) 7/31/04 George W. Bush- Cambridge, Ohio (5:00pm)
- 5) 8/29/04 George W. Bush- WesBanco Arena, Wheeling West Virginia (11:00 am)
- 6) 9/04/04 John Kerry- Old Fort Steuben, Steubenville, Ohio (6:30pm)
- 7) 9/29/04 John Edwards- Serra Manor, Weirton, West Virginia (12:30 pm)
- 8) 10/20/04 John Edwards - 1190 Steelworkers Union Hall, Steubenville
- 9) 11/1/04 George Bush – Post Gazette Pavilion, Burgettstown, PA – 9:30-10:30 a.m.

30-minute "One-on-One" profile interviews with WTOV anchor Eric Minor:

- 1) Monty Warner- Republican Gubernatorial candidate. This program was broadcast on Saturday, October 30th at 12noon. Joe Manchin, the Democratic candidate, was offered on numerous occasions the opportunity to tape a 30-minute program. He did not accept, but WTOV reserved a time slot for Saturday, October 30th at 12:30pm in the event he accepted at the last minute.
- 2) Bryan Felmet- Republican candidate for Jefferson County Prosecutor accepted this 30-minute interview. He recorded his segment Wednesday, October 13 and the program was broadcast on Sunday, October 17th at 12noon.
- 3) Thomas Straus- The Democratic candidate for Jefferson County Prosecutor accepted this interview. He recorded his segment on Tuesday, October 12, and the program was broadcast on

Sunday, October 17th at 12:30pm.

5:00 minute news segments:

- 1) Robert Ney- Current Republican, Ohio District 18th U.S Congressman. His 5:00 minute segment was shown during the 6:00pm newscast on Saturday, Oct. 23.
- 2) Bryan Thomas- Is the Democratic candidate for the Congressional District 18th. His 5:00 minute segment was broadcast during the 11:00pm newscast on Sunday, October 31st.
- 3) Ted Strickland- Current Democratic, Ohio District #6 U.S Congressman. His 5:00 minute segment was shown during the 6:00pm newscast on Saturday, Oct. 16th. Mr. Strickland was unopposed in the November General Election.
- 4) Alan Mollohan- Current Republican, West Virginia District #1 U.S. Congressman accepted our offer and his segment aired in the 11:00pm newscast on Saturday, Oct. 23. Alan Parks, Mollohan's Democratic challenger, was contacted by WTOV and declined our offer.
- 5) Bryan Felmet- Republican candidate for Jefferson County Prosecutor accepted the offer of a five-minute segment. His segment was broadcast during the 11:00pm newscast on Saturday, October 30th.
- 6) Thomas Straus- The Democratic candidate for Jefferson County Prosecutor accepted the offer of a five-minute segment. His segment was broadcast during the 11:00pm newscast on Saturday, October 30th.

"Get Out the Vote" Public Service announcements: WTOV produced and broadcast two separate Public Service Announcements aimed at encouraging citizens to register to vote. These announcements began in June 2004. The first announcement featured WTOV news anchor Eric Minor. The other announcement featured Dolores Wiggins, the President of the Ohio Valley Black Caucus. These PSA's were broadcast through the voter registration period, ending in mid-October. A total of 546 30-second spots were broadcast from June 2 to Oct. 15, 2004. WTOV also broadcast a Public Service Announcement to illustrate how to correctly use punch card voting. These were 15-second spots and were broadcast from Oct. 25 through Nov. 2. A total of 11 spots were broadcast.

Website:

WTOV created a special area on its website (www.wtov9.com) where voters could easily access all candidates' websites and profiles on each candidate, plus information on statewide issues. WTOV also had over 500 race results posted on the website.

News Coverage: We traveled to Columbus where the Ohio Board of Elections heard arguments from the Incumbent Jefferson County Prosecutor, Bryan Felmet and the man who wants his job, Thomas Straus. Felmet alleged that Straus lied about his record in campaign ads. The board of elections ruled in favor of the current prosecutor. The case now goes to court and can result in jail time. WTOV was to report the board's decision, as breaking news at noon, and then complete reports at 5, 6 & 11. Our competitor didn't go to Columbus.

The day before the election WTOV TV broadcast a primetime election special from 9-10 p.m. This special featured the important races in both Ohio and West Virginia and included local, state, and national races.

NON-BROADCAST/COMMUNITY ACTIVITIES

Ohio Valley Cares 2004

In addition to intense coverage following the devastating flooding in September, WTOV 9 immediately

began working with local American Red Cross units on the Ohio Valley Cares 2004 project to help area residents.

Seven truckloads of supplies and thousands of dollars were raised for flood relief efforts.

The supplies were distributed to flood damaged areas including Wheeling Island, Powhatan Point, Bridgeport, Hammondsville, Empire, Stratton, Irondale, Wolfhurst and Lansing. Items provided for flood victims included clothing, food, furniture, brooms, mops, squeegees, sponges, brushes, buckets, gloves, shovels, bleach, general cleaning supplies and antiseptic cleaners.

Cleaning supplies, non-perishable food items and financial contributions were collected at Wal-Marts in Steubenville and St. Clairsville, Ohio; the Weirton, WV Wal-Mart and Millsop Community Center; at Riesbeck's in Elm Grove, WV, and the Giant Eagle in Moundsville, WV. The collections were distributed through the Red Cross to especially hard hit areas throughout the Ohio Valley to assist in the flood clean-up efforts.

WTOV worked in conjunction with its news partners WEIR Radio and 106.3 The River to provide information on the collection sites and also collected checks provided to the Red Cross.

General Manager Tim McCoy noted the project enabled the Ohio Valley to team up with WTOV, WEIR Radio, and 106.3 The River to help area agencies meet the overwhelming demand for food, cleaning supplies and donations following the flooding.

Coats for Kids

Now in its 16th year, WTOV9's 2004 "Coats for Kids" fund-raising campaign is well on its way to surpassing the 2003 mark. Although its only November, more than \$12,000 has been raised to provide warm winter coats for area children. Last year's \$13,000 provided almost 400 area children with winter coats they would not have been able to have otherwise. The Coats for Kids program provides funds for local Salvation Army units throughout the market area to buy coats for children who are in need.

WTOV9 Anchors Eric Minor and Shelby Zarotney head up the "Coats for Kids" effort. The program's main push is largely through PSAs on the station showing local news talent helping children pick out new winter coats with the slogan "Share the Warmth with Coats for Kids." Area businesses, organizations and schools join in by holding special fundraisers including a golf tournament, auctions, penny drives, and even a Poker Run held by a group of local motorcycle enthusiasts. Throughout the program's existence, the "Coats for Kids" campaign has raised more than \$132,000 to help keep area children warm in the winter.

Season of Miracles

WTOV9 and area merchants team up to grant the special wishes of area residents during the Christmas season through the Season of Miracles project. In 2003, Heritage Home Care, JC Wine Cellars, Whiteside Auto Dealers, M&M Hardware, Value City Furniture, Jericho Mortgage and Motifs fine Furniture partnered with WTOV9 to grant the wishes of needy area residents. "Miracle Recipients" are nominated by themselves, family members and friends through an application picked up at the businesses of the participating merchants or WTOV9. Applications are being accepted now for the 2004 effort. The requests can be for someone in need or for someone whose good deeds deserve to be recognized with a special wish. This year recipients received new furniture, new appliances, free utilities for six months, and a trip in a limousine.

Presents for Patients

WTOV9 was recently recognized for its contributions to the St. Barnabas Charitable Foundation's Presents for Patients program. In 2003, some 21,552 nursing home patients in Ohio, West Virginia, Pennsylvania and New York received presents through the program done by WTOV9 in conjunction with Cox cluster stations WPXI and WJAC.

Reply Comments, WFTV/WRDQ, Orlando

2004 Awards

Florida Associated Press Broadcasters

1st Place Spot News (*Shuttle Columbia Coverage*)
WFTV Staff

1st Place Photo Essay (Drive-in Church)
Oscar Carrillo

2nd Place Individual Achievement
Steve Barrett

2nd Place In Depth Hard News Story (Thrift Store Investigation)
Todd Ulrich, Gerry Mendiburt, China Kirby

Mid-Florida Society of Professional Journalists

1st Place Spot News Team Reporting (Columbia Explosion)
Staff

1st Place Consumer Reporting (Garage Door Companies)
Todd Ulrich, China Kirby, Gerry Mendiburt

2nd Place Photography Light Feature (Drive-in Church)
Oscar Carrillo

2nd Place Special/Documentary (War Stories)
Scott Thuman, Matt Parcell, Bruce Wiley, Dean Williams, Margaret Norman

Honorable Mention Best Hard Feature (Henri Landwirth)
Matt Parcell, Bruce Wiley, Margaret Norman

Sunshine State Awards (*South Florida Society of Professional Journalists*)

1st Place International Reporting (Soldier Stories)
Scott Thuman

1st Place Public Affairs (Critical Condition)
Matt Parcell, Bruce Wiley, Barbara West, Margaret Norman

1st Place Consumer Reporting (Garage Door Companies)
Todd Ulrich, China Kirby, Gerry Mendiburt

1st Place Sports Feature (Bull Riding)
Dan Hellie, Shane Whitehead, Justin Whitman

2nd Place Investigative Reporting (Thrift Stores)
Todd Ulrich, China Kirby, Gerry Mendiburt

2nd Place Best Newscast
Staff

WFTV 2004 Political Initiative

- The station received compliance from 7-11 political offices to participate in the free advertising time we extended them. There were six House of Representatives and one from the Senate race.
 - WFTV ran a 35 minute special on 10/23 at 11:30pm featuring 7x five minute long form profiles of the candidates.
 - The two stations ran a total 360x "Get Out and Vote" :15 second PSA's on our two stations. We did it with our front line anchors and with one of our Hispanic weekend anchors who did the spot in Spanish.
 - WFTV offered debates but only had interest from the challengers. None from the incumbents.
 - Both stations ran a Florida Department of State 30 minute special, "Before You Vote." It ran 2x on WFTV (ABC) and 2x on WRDQ (Inde.) as a public service to stimulate voter turn out. The total time was 2 hours.
-

"9 Family Connection" Initiative

9 Family Connection is our station's public service campaign, which has been running for six years. Under the moniker of "Real issues and real solutions for Central Florida Families," 9 Family Connection centers on education, health, safety, and fulfillment. We have participated in over 40 events a year that supported cause marketing and raised millions of dollars for the local community. In this hurricane-ravaged summer of 2004 we are most proud of our three relief efforts benefiting the American Red Cross, Central Florida's Blood Centers, the SPCA and Second Harvest Food Bank. The total numbers were: 116 tons (232,000 pounds) of non-perishable food, pet food and pet supplies; over \$111,000 in cash; and more than 4,200 people who registered and donated blood.

This event provided the largest one-day drive in the 67-year history of the Central Florida Humane Society/SPCA, receiving 18,100 lbs of dog food, 7,900 pounds of cat food, 24,00 lbs of cat litter and cash donations totaling \$2,079.00. Second Harvest Food Bank received 60,000 lbs of food, also breaking a one-day drive record in their 22 years, resulting in Second Harvest's "philanthropy" award.

Here is just a *sample* of the types of activities and results throughout 2004:

Helplines. For this year's hurricanes, and, in the past, for other emergency situations, we set up a 24-hour viewer helpline which provides information and, in many cases, comfort to viewers.

American Cancer Society—Legislators' Breakfast. 9FC hosted this annual breakfast meeting on August 25th, with Vanessa Echols as the keynote speaker. This meeting provides an opportunity for the American Cancer Society to present issues for consideration on the legislative agenda for the next session, and apparently the "media venue" drew twice as many legislators and aides than previous meetings!

Share our Strength's Taste of the Nation. In 2003, this event raised \$120,000.00, but this year, with the help of our PSA's, the total was \$135,000.00!!! THE COALITION FOR THE HOMELESS and SECOND HARVEST FOOD BANK benefited from this great community event.

Alzheimer Resource Center. 9 Family connection supported the Alzheimer Resource Center's 2nd annual Parrot Head Party and fundraiser at Kate O'Brien's in downtown Orlando. This year's event earned nearly doubled last year's inaugural event earnings, providing the ARC with \$12,000 for education and support.

Florida's Blood Centers. Twice a year WFTV/WRDQ hosts "Blood Brotherhood Day Blood Drives" in our studio. This year's summer event resulted in 1685 donors, a marked increase from last year's 1501.

Super Grad. For many years we have hosted salutatorians and valedictorians from area high schools at a fun day at Wet 'N Wild and featured them in spots hosted by Chief Meteorologist Tom Terry throughout the summer.

Orlando Science Center. A series of PSA's featuring WFTV/WRDQ news anchors interacting with activities available through the summer at the science center promoted family-oriented activities and echoed the 4 fundamental 9 Family Connection principles.

American Lung Association's Blow the Whistle on Asthma Walk. In our 3rd year supporting this event. The SPCA of Central Florida's Wiggle Waggle Walk. Dogs and their people participate to raise funds for general support for the SPCA of Central Florida and its educational programs. Toys for Tots. WFTV hosts the annual kick-off lunch, provides PSA's and is a drop-off point for toys. Junior Achievement. WFTV produces the groups' annual Hall of Fame banquet video. Brevard County Duck Race to benefit the Crossroads Children's Home has tripled their earnings in the years since WFTV became involved.



Awards:

KFOX-TV has been honored 256 times for journalistic excellence for work during its News department's first seven years.

1. Ten (10) Emmy Awards, including Best Newscast (3 times), and Overall Station Excellence. Thirty-six (36) Emmy nominations.
2. Two (2) National and seven Regional Edward R. Murrow Awards.
3. Nine (9) Press Club of Dallas Katie Awards, including Best Newscast (6 times).
4. Nine (9) National Crystal Awards of Excellence.
5. Sixty-three (63) Texas Associated Press Awards including Overall News Excellence as the Most Outstanding Television News Department in the state. Seven (7) awards for Investigative Reporting.
6. Fifty-three (53) New Mexico Associated Press Awards including seven (7) awards for Public Service and three for Documentary.
7. 2001 American Red Cross Special Citation:

In October of 2001, KFOX-TV was presented with a special citation by the American Red Cross for fundraising efforts after the September 11th attacks on America. Starting the afternoon of September 11th, KFOX opened a community telephone bank to accept donations for the American Red Cross Disaster Relief Fund. KFOX also held a weekend telethon to raise money for the families of firefighters and police officers killed in the World Trade Center attacks. These fundraising efforts helped the American Red Cross collect nearly one million dollars in the El Paso, Las Cruces viewing areas for disaster relief.



Promotions:

Awards:

1. 2003 – Emmy Nomination
2. 2004 – Gold and Bronze Addy Award Winner
3. 2004 – Emmy Award Winner

Public Service efforts:

1. Run eight (8) public service announcements daily.
2. Participate in the **Whole Enchilada Parade** annually.
3. Provide on-air talent as judges for various school activities (spelling bee's, talent contests, etc.).
4. Partner with **Race For The Cure** annually. (KFOX-TV promotes the race on our station and our on-air anchors start the race).
5. Partner with **Toys for Tots** annually. (KFOX-TV promotes the event and rides with the Marines during El Paso's Thanksgiving Day Sun Bowl Parade.
6. Numerous movie ticket and promotional giveaways throughout the year.
7. Edited a tribute piece as part of the Red Cross "**Heroes of the Pass**" banquet.
8. Provide on-going tours of our facility to any school, community organization, special education classes who would like to know more about broadcasting.



Special Political Programming:

KFOX-TV's 2004 election coverage encompassed the Texas and New Mexico primaries, the Democratic and Republican conventions, campaigning, voter concerns, General Election night and the days following.

Texas and New Mexico candidates for Congress took part in our free air time initiative. Three of the five candidates on the ballot for the two Congressional races affecting the overwhelming majority El Paso and Las Cruces viewers took advantage of our offer to speak to the voters directly. *KFOX Candidate Access 2004* aired in prime time on Saturday, October 2nd at 9:30pm.

On the morning of August 26th, KFOX carried President Bush's live campaign address in Las Cruces in its entirety. On the afternoon of October 23rd, Senator Kerry held a rally in Las Cruces and again KFOX carried his remarks live and in their entirety. On October 24th, President Bush visited Alamogordo, New Mexico, technically outside our viewing area, but an area where we do have some viewers. Our contractual obligations to carry NFL Football (Dallas Cowboys home market), prevented us from taking the President's remarks live, however the speech was replayed in its entirety after our newscast that night. These three events amounted to nearly three hours of airtime, uninterrupted by commercials.

In our newscasts, we covered visits by Senator John Edwards, First Lady Laura Bush (twice), Teresa Heinz Kerry, and others involved in the Bush and Kerry campaigns.

In the days leading up to the election, KFOX provided increased coverage of candidates and issues. We aired in-depth profiles on both Congressional races. After the Presidential Debates, we offered longer debate excerpts later in the newscast.

On Election Day, we added a second reporter to the *KFOX Morning News* dedicated specifically to voting and voter concerns. From 7-9pm on Election Night, we provided eight minutes of local coverage per hour. At 9pm, we expanded *KFOX News at Nine* for an additional hour, until 11pm. We continued with network coverage and local special reports until 1am, when it was clear that FOX would not be projecting any more states.



Special Political Programming (continued)

On November 3rd, KFOX provided full coverage of Senator Kerry's concession speech and President Bush's acceptance speech. We also continued focusing on the controversy over secret vote counting in Dona Ana County (New Mexico), coverage that continues to this day.

As in previous years, KFOX Anchors and Reporters were featured in a campaign to urge viewers to register and to vote.

KFOX Summary:

- 1. Coverage of two states – Texas and New Mexico**
- 2. Congressional Candidates Free Air Time**
- 3. Public Service Campaign – 200 x :30 spots – Estimated value: \$20,000**
- 4. TV News coverage – approximately 800 minutes from September through November 2004**



Community Activities:

Connect with Kids

1. KFOX-TV airs approximately 25 promotional spots a month with two tagged sponsors (El Paso Electric Company and Price's Creamery) for the **Connect with Kids** program. These spots encourage viewers to tune into the **Connect with Kids** segment during *KFOX News at Nine* and it reminds viewers of our educational partners in the schools.
2. Every Friday night, *KFOX News at Nine* anchor, John Purvis, hosts a **Connect with Kids** segment during the newscast.
3. Each month, KFOX airs one, sometimes two, half-hour **Connect with Kids** special programs. These specials are designed to raise awareness of Safe and Drug-Free Schools Issues as well as basic issues like: "Bullying", "Teen and Youth Eating Disorders", "Drinking and Driving", "The Myth of Self Esteem", etc.

Buddy Check

1. KFOX and Las Palmas Medical Center have teamed up to remind women of the importance of monthly breast self-examinations.
2. Each month in KFOX Morning News we remind viewers about the **Buddy Check** program and the need to do these monthly self examinations.
3. Promotional spots (approximately 25 per month) are running on KFOX-TV encouraging viewers to log on to kfoxtv.com's **Buddy Check** section to get more information.
4. Las Palmas Medical Center mails our literature on Breast Self-Examination to participants of the program and people who log on to kfoxtv.com for more information.



DOÑA ANA COUNTY FARM AND LIVESTOCK BUREAU

P.O. Drawer 2246 • Las Cruces, New Mexico 88004 • (505) 524-8632 • FAX (505) 524-8426

John Witte
General Manager
KFOX TV
6004 N. Mesa
El Paso, Texas 79912

Good Day!

On behalf of the area's largest agricultural organization I'd like to thank you and your news team for taking the time to cover our Dona Ana County Farm Bureau Food Check-Out Day in Las Cruces.

I'm pleased to report that out of all 50 states our event was one of the most successful in getting the message out to consumers while helping a local charity at the same time. In this day and age it's encouraging to see a TV news outlet that cares about its local people and communities. Your station has always demonstrated community focus and we appreciate it.

We've had a very positive relationship with you through the years and the hard working farm and ranch families of New Mexico and west Texas appreciate your extra effort and dedication.

Phillip Arnold,

President,
Dona Ana County Farm and Livestock Bureau

Bennallack, David (CBI-El Paso)

From: Circiskathedrow@aol.com
Sent: Friday, July 16, 2004 1:18 PM
To: Bennallack, David (CBI-El Paso)
Subject: Thursday's Special Report.

Hello,

My name is Amanda Nichols. I am a long time resident of El Paso, and have been very observant of this community's lack of concern for animal rights. Last night, Thursday, Elizabeth O'Hara reported a story about El Paso's Animal Control system. The story was very well written, and highly graphic. I have never before seen a news report on television that took on the difficult task of showing the process of euthanizing animals. KFOX deserves great praise for bringing such an important issue to the El Paso population, even though it has the potential to be controversial. Mrs. O'Hara delivered the report so wonderfully! So many times, an issue like this can come across as "preachy," but she has a great way of telling things. The story writers gave the audience strong facts and presented a well-rounded case in favor of spaying and neutering, and the cameramen brought startling images into our homes. For all of this, I would like to say "Thank You." KFOX is doing a great job. Please continue delivering outstanding news reports that effect our community like this.

Greatly appreciative,
Amanda Nichols

8/18/2004



American Red Cross

Southwestern New Mexico Chapter

Main Office: 1301 E. Griggs, Las Cruces, NM 88001 • 505/526-2631
Grant Co. Office: 110 E. 11th St., Silver City, NM 88061 • 505/534-4621
Sierra Co. Office: 432 MacAdoo, T or C, NM 87901 • 505/894-4979
Fax 505/524-4271 • Toll Free 888/922-2631 • www.swnmredcross.org

June 12, 2004

Dear KFOX:

**Business
Partners**

Gold

Dr. Barbara J. Mora
Silver City, NM

Bronze

Stream
International,
Inc.
Silver City, NM

Howard Achen,
D.D.S.
Las Cruces, NM

Partner

Citizen's Bank
Las Cruces, NM

Wells Fargo Bank
Silver City, NM

**Small Business
Partners**

Milagro Coffee
Y Espresso
Las Cruces, NM

Clark Reynolds
Consultants
Las Cruces, NM

I want to express the appreciation for your recent support in Anthony, NM during the Multi-Family apartment fire. Thank you for your efforts connected with the Red Cross disaster relief operation for the help and support we have received from you.

Community understanding of the Red Cross has been essential to this successful disaster relief operation. It was especially important that those affected by the disaster were informed of resources to assist in their recovery. Your cooperation, and that of your staff, has helped significantly in achieving this outreach. You have made a great contribution not only to the Red Cross but also to the community.

Thank you for your continued support!

Sincerely,

Piper N. Gibson
Director of Operations and Support



United Way
Partner Agency

Bennallack, David (CBI-El Paso)

From: AirdB@usa.redcross.org
Sent: Thursday, June 17, 2004 11:11 AM
To: Bennallack, David (CBI-El Paso)
Subject: FW: Heroes of the Pass

FYI

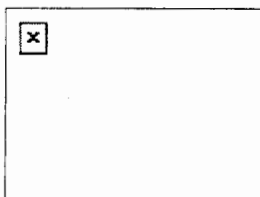
-----Original Message-----

From: Aird, Brian
Sent: Thursday, June 17, 2004 10:59 AM
To: 'Sandra Diaz'
Cc: 'David.B.Bennallack@cox.com'
Subject: Heroes of the Pass

Sandra, thank you very much for your involvement this morning in hosting our Heroes of the Pass event. We appreciate the lending of your professionalism and charisma to make the event the success it was.

Thanks ever so much!

*Brian Aird
Financial Development Director
El Paso Area Chapter of the American Red Cross
P.O. Box 972236, 3620 Admiral St.
El Paso, TX 79997-2236
(915) 592-0208
(915) 592-8751 Fax
airdb@usa.redcross.org
www.redcrosselpaso.org*



7/16/2004

Bennallack, David (CBI-El Paso)

From: MoniqueONE@aol.com
Sent: Wednesday, August 11, 2004 12:09 AM
To: Bennallack, David (CBI-El Paso)
Subject: (no subject)

Excellent coverage on the RV crash. You were there first!! Great footage of the rescue. Also, superb coverage (followup) on the police officer that saved their lives!!!
Keep up the good work!!!

8/18/2004

Collins Elementary School

March 30, 2004

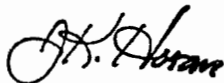
David Bennallack
6004 N. Mesa St.
El Paso, TX 79912

Dear Mr. Bennallack,

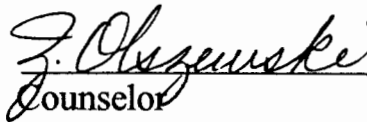
On behalf of the students and staff of Collins Elementary School we would like to express our appreciation for Patricia Maese's participation in our Career Awareness Day on Thursday, March 11. Ms. Maese visited with four classes (over 80 students) and provided valuable encouragement and insight to our boys and girls.

We truly appreciate Ms. Maese's willingness to give her time, energy and expertise for the benefit of our children. Thank you for your part in making her presence possible.

Sincerely,



Principal



Counselor

Copy: P. Maese

Parsons, Nichole (CBI-El Paso)

From: Parsons, Nichole (CBI-El Paso)

Sent: Tuesday, August 10, 2004 4:56 AM

To: 'Roberto Vara, Jr. BSW'

Subject: RE:

Yes Sir! Most certainly, I think we would get lynched if we ever didn't carry the games!

And thanks so much for watching :)

Nichole Parsons
KFOX-TV

-----Original Message-----

From: Roberto Vara, Jr. BSW [mailto:rvara@hotmail.com]

Sent: Monday, August 09, 2004 11:11 AM

To: Parsons, Nichole (CBI-El Paso)

Subject:

Hi, Ms. Parsons,

We were wondering if K-FOX was going to have the Dallas Cowboys Pre-season games on your station this season? Thank you. Oh, and keep up the good work on your morning show. We really appreciate your traffic reports!!

8/26/2004

Parsons, Nichole (CBI-El Paso)

From: javier [jaranda2@elp.rr.com]

Sent: Monday, September 13, 2004 9:24 PM

To: Parsons, Nichole (CBI-El Paso)

Subject: Child Development

Hi, sometime ago in the morning show you had a section where parents had noticed that their toddlers weren't up to speed with their speech. You mentioned a little boy that had problems with his speech and come to find out it was due to ear infections. You mentioned a number where parents can call and talk to someone on the concern. They offered some type of therapy. Is there any way that I can get the number where I can contact a speech therapist? I only remember the number started with 534- This was mentioned in the morning news cast maybe less than a month ago. I need to see if you can give me that number please. I have a 2 yr old and I am concerned about his speech not being up to speed compared to other 2 yr olds. Your help will greatly be appreciated. Thanks for taking the time and reading this.

Concerned parent.

9/14/2004



Parsons, Nichole (CBI-El Paso)

From: Phil [pcost@elp.rr.com]

Sent: Tuesday, September 14, 2004 6:35 AM

To: Parsons, Nichole (CBI-El Paso)

Subject: To who ever is responsible for bringing FOX HDTV to El Paso
Paso

To who ever is responsible for bringing FOX in HDTV to El Paso,

Outstanding job! Pat yourself on the back, give your self a raise and through in couple of extra weeks vacation!

The Dallas Cowboys never look so good on TV this weekend even though they lost, and the primetime programming looks fantastic even normal programming looks 100% better!

This is one happy HDTV viewing El Pasoan who thanks you big time!

Phil Cost

9/14/2004

Bennallack, David (CBI-EI Paso)

From: ratoncito@romeostekilas.com
Sent: Thursday, September 23, 2004 4:55 AM
To: David.Bennallack@cox.com
Subject: No Wonder KFOX is #1

I ALWAYS LIKE TO WATCH K-FOXTV, FOR THE REASON BEING THAT I GET INFORMED OF EVERYTHING I WANT AND NEED IN THE MORNING. FROM ALVAREZ'S VOICE TO ZESTY FRESH NEWS. AND I SAY ZESTY FRESH, BECAUSE, RIGHT NOW APROX @ 4:00am, I HEARD SEVERAL SIRENS SO I LOOK OUT THE WINDOW AND THEY WERE AT THE APT. COMPLEX THAT IS IN BACK OF MINE, SO I STOOD THERE TO SEE IF I COULD SEE SOMETHING, BUT UNFORTUNATELY I COULDN'T. IT WAS STILL TO DARK. SO I DECIDED TO COME TO THE COMPUTER TO WRITE YOU AN EMAIL OR GET YOUR NUMBER SO I CAN GIVE YOU A CALL. AND THAT IS WHEN MY MOM WOKE UP, AND SAID LETS TAKE A LOOK OUTSIDE TO HAVE A BETTER VIEW, AND GUESS WHAT. KFOX's VAN WAS ALREADY HERE.

GOOD JOB

ASHANTI & ALL OF OUR KFOX MORNING AND ALL DAY NEWS CREW

KFOX **IS** #1

THANK YOU
JORDI IBARRA

9/23/2004

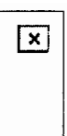
Bennallack, David (CBI-El Paso)

From: Breaux, Jason [Jason.Breaux@acs-
Sent: Friday, January 16, 2004 9:54 AM
To: Bennallack, David (CBI-El Paso)
Subject: New Morning Show

Hey,

I love your new morning program. I used to be a dedicated channel 7 watcher, but they have too much fluff in the morning. I like to watch news, weather & traffic which you guys provide. Could you please display the current time somewhere on the screen? Its nice to know how much time I have left to watch you guys before I have to head off to work.

Thanks



Jason C. Breaux
SBU Manager / Air France
Ave. de la Industria No. 960.
Cd. Juarez, Chih., Mexico 32470
915.775.3033 (Office)

5/7/2004

Parsons, Nichole (CBI-El Paso)

From: Linda Hackler [hackler48@hotmail.com]

Sent: Thursday, August 26, 2004 12:30 PM

To: n.parsons@cox.com

Subject: Bush at NMSU

I would like to thank your station for carrying Bush's entire speech.

[On the road to retirement? Check out MSN Life Events for advice on how to get there!](#)